





Request for Proposal Highlights




DEMAND-SIDE MANAGEMENT MARKET POTENTIAL STUDY



The contractor shall conduct a
comprehensive and thorough
statewide demand-side
management (DSM) Market
Potential Study for the Missouri
Public Service Commission.



The contractor's potential study shall provide detailed information which will aid the PSC in discussions related to:

- Development of a statewide energy plan;
 - Determination of whether or not to implement or continue DSM measures/programs;
 - Determination of whether DSM can be used to defer or eliminate plans to build new capacity in Missouri; and
 - Understanding the cost-effectiveness of DSM.
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Key Requirements

- Identification of market segments (residential, commercial and industrial customer classes; building types; end-uses; industry sectors; etc.) used to assess DSM potential in Missouri;
- Development of a baseline for annual energy and peak demand consumption levels for each market segments and document all assumptions and methodology used to develop the baseline;
- Review and assessment of existing DSM measures/programs for each of the market segments in Missouri;
- Review and assessment of best practices DSM measures/programs in other states;
- Quantification of the **economic potential, maximum achievable potential and realistic achievable potential** above the baseline for each market segment for the study period of **2010 – 2030** and document all assumptions and methodology used to develop the market potentials;
- Identification of barriers to acceptance of DSM programs by each of the market segments.



Research and Data

- The offeror should identify whether primary research or secondary research will be used to complete the study.
 - The offeror should identify to what extent, if any, the RLW Analytics study and the AmerenUE/Global Energy Partners LLC DSM potential study will be used to develop the Missouri DSM Market Potential Study.
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